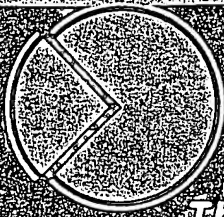


JOIN US IN NEW ORLEANS FOR PIZZA AND ALL THAT JAZZ!



# Pizza Today

September 1990 \$3.00

The Monthly Professional Guide To Pizza Profits

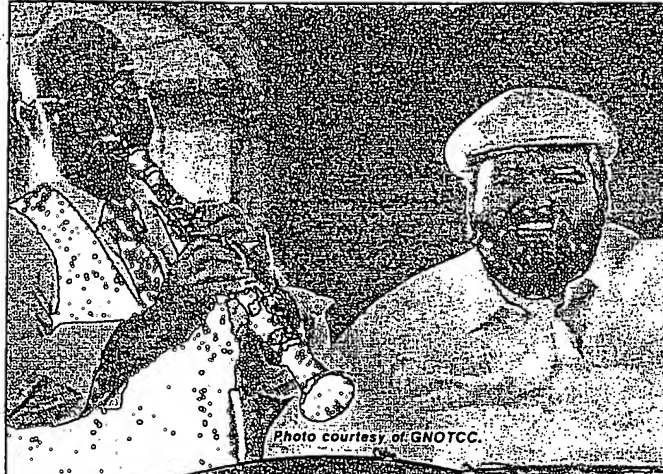
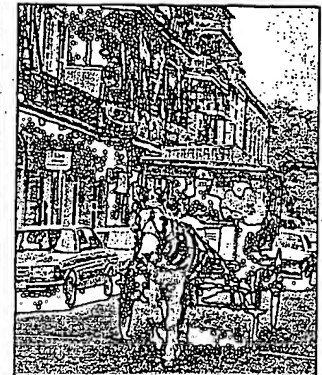


Photo courtesy of GNOTCC.

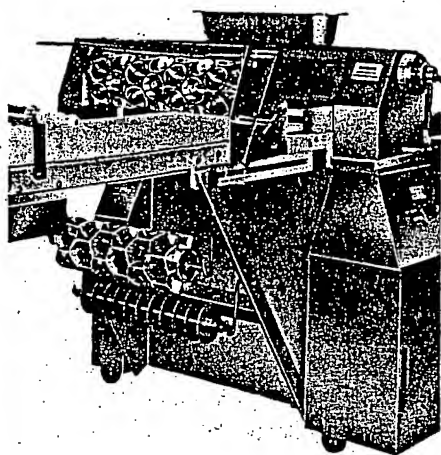


\*\*\*\*\* 3-DIGIT 992  
AT00209 1 90C PTD P 5097470062  
AUTO SOX USA INC  
MARY SLOAN  
S 209 WASHINGTON  
SPOKANE WA 99204

Bulk Rate  
U.S. Postage  
PAID  
Shepherdsville, KY  
Permit # 96

POSTMASTER: ADDRESS CORRECTION REQUESTED  
SEND FORM 3579 TO PIZZA TODAY, P.O. BOX 114, SANTA CLAUS, IN 47579

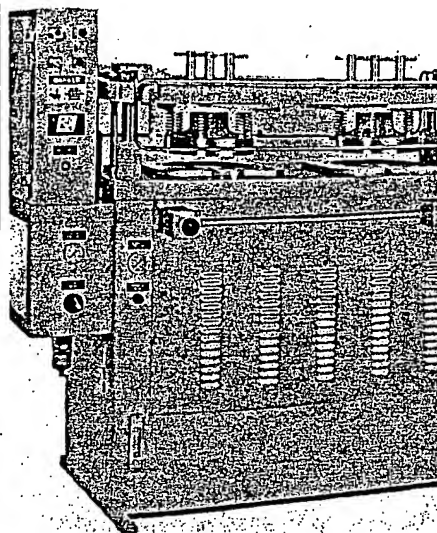
NEW ORLEANS  
JANUARY 15-18,  
1991



### The Moline Company

Model 550C Reversible sheeter is announced by The Moline Company. The unit produces sheets, danish, puff pastry, yeast raised donuts, sweet doughs, cookie dough, pizza doughs, and will mould bread. The sheeter is constructed of stainless steel, features rotary cutting, and is simple to operate.

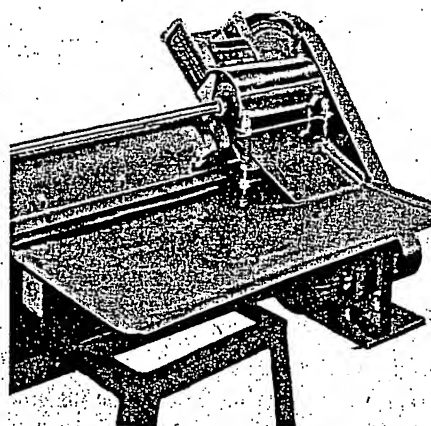
Reader Service No. 359



### Pizza Systems Inc.

Pizza Systems, Inc. offers a pizza crust forming press that fits large production needs. The PSI-200 is simple to operate and features a hydraulic pumping unit, and an operation speed of 10-15 strokes per minute. The press produces 2400 12" crusts per hour.

Reader Service No. 360



### Pizza Crust Roller

Oliver Products Company introduces the Oliver/Colborne Pizza/Pie Dough Roller. The roller operates at speeds of 171 feet per minute. Features include three roller sizes, 14", 17", and 21"; stainless steel scrapers with replaceable plastic tips; stainless steel guards and discharge tables; and heavy-duty corrosion-resistant aluminum alloy frame. Scrapers and discharge plates remove for easy cleaning.

Reader Service No. 361

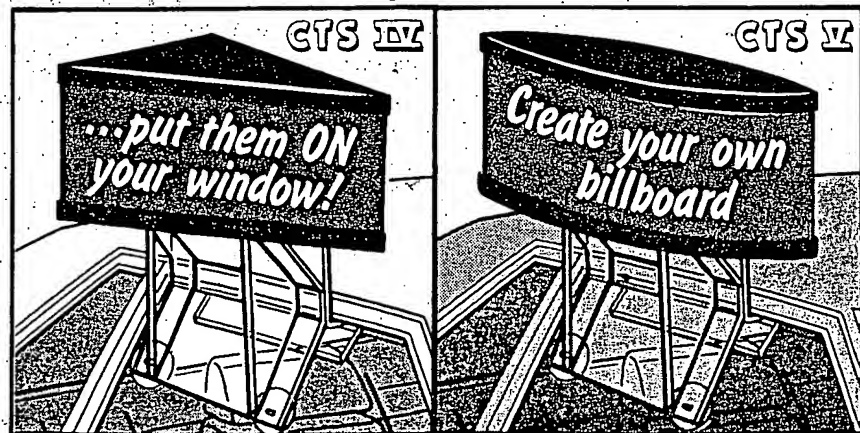
**ICC** *fabricating, inc.*

23430 Woodward Ave.  
Ferndale, MI 48220

## The Sign King

313-399-6541 FAX  
1-800-367-0915

Don't throw advertising dollars out the window...



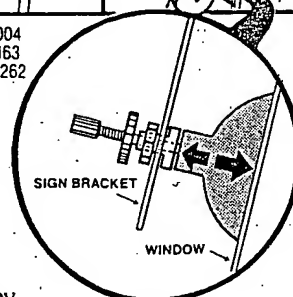
# EXCLUSIVE!

Adjustable suction cups  
keep sign level on any car



U.S. Pat. #4671004  
U.S. Pat. #4787163  
Can. Pat. #1260262

optional



A device designed by ICC Fabricating, Inc. adjusts to any angle on any vehicle.

### The Original Car Top Sign

Still the best in the business!  
Call for availability of factory seconds.



"The Sign"

CTS II



Two-sided sign

CTS III



Economical!

STACKABLE

Reader Service No. 154



rant, close to the University of Nevada at Las Vegas. Since Carlisle's music appeals to many in that age/education group, the fit was a good one.

Your restaurant's ambiance is another important factor to consider when judging the appropriateness of a particular personality. The location must be comfortable for the artist, and should be somewhat consistent with the individual's image. For instance, you might not want to bring punk rocker Billy Idol into a Yuppie-frequented, trendy fern bar—unless you're crazy about his sneer.

Still another factor to consider is the relative popularity of the artist you bring to your restaurant. You're probably not going to get a superstar like Madonna or Michael Jackson, but if you did, your restaurant would have to be stadium-sized to handle the crowd. On the other hand, you probably don't

want an artist whose reputation is undeveloped. For an event of this kind, your star must be popular enough that a private dinner with her or him would be considered a special honor. Carlisle, for example, is a former member of the popular musical group, the Go-Go's, an artist who has also done well in a solo career.

Metro wants to do more of this type promotion with the radio station. But to retain the impact, Arena says, he'll limit the frequency with which he holds similar events. KLUC's more standard radio promos, he says, provide plenty of exposure for Metro, at very little cost.


For instance, Metro's involvement in KLUC's "Weekend Party Patrol" is attracting a lot of attention in the city. Saturday night partiers are encouraged to report their location to KLUC; the station then sends a van out to

three or four of the parties, offering the guests free records and free Metro Pizza, as well as a personal pizza-spinning lesson by Pizzaaahlympics spinning champ (and Metro employee) Dolphis Boucher. Spontaneous promotions like these can be had for a song. All Metro Pizza provides is the pizza and Boucher.


Metro is fortunate to have a pizza personality right on the premises. If you lack an in-house spinner, you can still use the star-quality of popular-culture figures to jazz up your reputation around town. All it takes is an airwave connection, a little planning, and the stamina to handle a crowd of happy, hungry fans. ➤

*Richard L. Cohen, a self-acclaimed pizza-holic living in Marin County, California, is a regular contributor to Pizza Today.*

# THE PREFERRED CAR SIGN SYSTEM!



**HTH  
STACKABLE  
"TOPPER"**



**HTH  
WINDOW  
WING**

*The Preferred Car Top Sign*

- LIGHTWEIGHT (Less than 10 lbs.)
- CUSHION CUPS: Protects vehicle
- BRIGHTEST CAR TOP SIGN: Day or night
- ATTACHES IN SECONDS: Padded strap system
- AIRFOIL DESIGN: Prevents sign lift and damage to car

**STACKABLE STORAGE**

Space saving storage

**FOR STORAGE**

DELIVERS

DELIVERS

DELIVERS

DELIVERS

DELIVERS

*The Preferred Window Mounted Sign*

- FIXED WING: Always readable
- HIGHLY VISIBLE: Front side, back
- CHANGEABLE MESSAGE AREA
- BRIGHTEST CAR SIGN: Day or night
- ATTACHES TO WINDOW IN SECONDS

Patent Nos. 2900620, 4667428, 4839975  
Others pending

• AERODYNAMIC, PATENTED DESIGNS

**TWO YEAR REPLACEMENT  
GUARANTEE**

AGAINST CRACKING,  
CHIPPING OR BREAKAGE

FOR OUR "FREE" DESIGN KIT AND BROCHURE, CALL  
**1-800-321-1350**

**HTH Inc.**

**SPECIAL OFFER!**

PUT YOUR NAME AND PHONE # ON  
YOUR CUSTOMER'S REFRIGERATOR

**2500 MAGNETS ONLY \$206**

(one color) 1" x 2"

Reader Service No. 109      917 N. Pennsylvania Ave., Winter Park, Florida 32789